

# Marking a Quarter-Century of Achievement

## How a Musician's Bright Idea Revolutionized the Fountain Pen Industry



SCRATCH, scratch, splutter—"Confound this pen!"

Disgustedly the speaker tossed his fountain pen into the ash tray and gazed angrily at a great black blotch of ink square in the middle of the music score on his desk.

"A whole afternoon's work ruined—and this is the 'steenth fountain pen I've bought! I don't believe there's such a thing made as a fountain pen that *really won't*

*leak.* But, by George, I think I know how it could be done! Why not *cork* it—just like a bottle?"

That was the brilliant idea which one afternoon over twenty-five years ago flashed across an obscure musician whose scores had been repeatedly blotted by leaky fountain pens of various makes. It was an inspiration from which sprang a revolutionary change in the fountain pen industry.

It remained for more practical minds than his, however, to put into workable shape the crude invention



W. F. Cushing,  
President and Treasurer  
The Moore Pen Company

which he produced after much labor. An experienced optical salesman, Mr. W. F. Cushman, saw the new pen, quickly perceived the wonderful possibilities latent in it, and secured an interest in the patent. He succeeded in interesting a prominent Boston stationer, Mr. Walter F. Cushing, who agreed to improve and finance the pen.

Under the able guidance of Mr. Cushing and the mechanical experts he engaged there emerged from obscurity and burst into startling prominence on the fountain pen horizon an epoch-making invention in the history of writing instruments—Moore's Non-Leakable Fountain Pen.

### The First Fountain Pen That Wouldn't Leak

Here at last was a fountain pen that *really would not leak*—which could be tossed around, carried upside down or handled with white gloves with impunity; a pen whose point was always wet with ink ready to write *instantly* without coaxing or shaking—tomorrow, next week, next month, one or five years hence.

The Moore was the *pioneer* ink-tight, air-tight fountain pen, the first with a point drawing back into the barrel, and the first with a screw-on cap.

### Every Knock a Boost

Upon its first appearance in 1900 the peculiar construction of Moore's Non Leakable—so radically different from any other pen—subjected it to more or less unfavorable criticism from wiseacres in the fountain pen field. When in history have there not been "doubting Thomases" to

cast aspersions upon a new invention—no matter how noteworthy?

But, as often happens, every knock proved a boost, and so vast was the superiority of the Moore to the leaky, scratchy fountain pens in general use at that time that the new pen speedily won nation-wide popularity.

In view of the early criticism, it is interesting now to recall that the principle of the screw-on cap as perfected and patented for the Moore has been copied and universally adopted, while the withdrawing point feature was also imitated in other makes of fountain pens.

### "Mighty Oaks From Little Acorns Grow"

Small, indeed, were the beginnings of the Moore Pen business. In a little room on Boylston Street, Boston, a few machines were set up and some half-dozen skilled mechanics went to work under direction of Mr. Cushman making the new fountain pen. The first six months' sales amounted to the modest sum of \$8,000!

The Moore Fountain Pen was put on the market under the name of the American Fountain Pen Company, with Adams, Cushing & Foster, Inc., as selling agents, under the personal direction of Mr. Walter F. Cushing. Deeply interested in the new enterprise, Mr. Cushing found time from his executive duties with the big Boston stationery house of Adams, Cushing & Foster, Inc., to guide the infant business through its early vicissitudes and put it firmly on its feet.

So swiftly did the Moore's popularity spread that the business very soon increased to a size that necessitated the formation of a new corporation—The Moore Pen Company—to handle the constantly growing sales.

Today, after a quarter-century of steady progress and expansion, Moore Fountain Pens are sold around the civilized world. To the original non-leakable model have been added a remarkable series of perfected lever self-filling pens of the most efficient type, an improved mechanical pencil, fountain pen inks, clips, neck ribbons, chains, beads, and the manufacture of the famous Moore-Miller gold pen nibs of unrivalled writing qualities.

The Moore gold points have always been distinguished by their superior excellence, and to maintain this superiority The Moore Pen Company has installed its own penmaking department, equipped with the latest and most improved machinery, manned by master craftsmen, and supervised by Mr. Thomas P. Miller, a genius in gold pen making of national reputation. For years the best gold fountain pen nibs have been "Miller-made," and Mr. Miller's presence in the Moore Pen organization assures the continued supremacy of this company's pen points.



G. L. Davis, Vice-President  
The Moore Pen Company

## Twenty-five Years of Achievement

Forced by its growth to seek larger quarters, the Moore Pen business several years ago moved to its present location at 110-114 Federal Street, Boston, two minutes' walk from the South Station. The name American Fountain Pen Company was dropped and in 1917 the business was incorporated as The Moore Pen Company, with Messrs. W. F. Cushing as president and treasurer, and G. L. Davis as vice-president, positions which these gentlemen hold today.

The home of The Moore Pen Company is a fine modern office and factory building carefully planned for maximum convenience and efficiency of operation, and equipped with every up-to-date appliance—passenger and freight elevators, departmental telephones, pneumatic tube system, sprinklers, burglar alarms, etc. The various offices and work rooms are arranged to secure an abundance of light, fresh air and comfortable working space.

On the second floor are the general executive offices, sales, advertising and accounting departments, president's private office and conference room. The upper floors are occupied by the repair department, machine shops, gold pen department, assembling and inspection departments, general manufacturing work rooms, shipping and storage rooms.

No body of employes anywhere work under more pleasant and healthful conditions, and many of our most expert workmen, clerks and executives take pride in speaking of their long and happy connection with the company.

Among the executives, the following men have seen long service with us: Mr. Newell, general superintendent, since 1904; Mr. Smith, assistant to the president, 1907; Mr. McIntire, assistant treasurer and credit manager, 1916; Mr. Sypher, production superintendent, and Mr. Liddell, supervising mechanic, 1917; Mr. Sanborn, advertising manager, 1920.

Messrs. W. F. Cushing, president and treasurer, and G. L. Davis, vice-president, have, as before stated, been associated with the business since its inception.

The Moore Pen Company's executive staff is composed of the following: W. F. Cushing, president and treasurer; G. L. Davis, vice-president; W. S. McIntire, assistant treasurer and credit manager; O. R. Smith, assistant to the president; J. Willard Hall, sales manager; T. L. Sanborn, advertising manager; B. A. Newell, general superintendent; M. G. Sypher, production superintendent; J. G. Liddell, supervising mechanic; T. P. Miller, superintendent gold pen manufacturing department.



A Corner of the Moore Factory

The Moore pen business is a monument to the ability, perseverance and far-sightedness of one man—Walter F. Cushing. He it was who built it from insignificant beginnings to a business institution of national reputation. And most closely associated with him for many years in the development and management has been Mr. Davis, a veteran salesman and executive, whose long experience and wise counsel have been of inestimable value.

Founded on Quality,  
Growing on Merit

Since 1900 the Moore has led the way as a highly scientific writing instrument embodying the latest worth-while mechanical improvements. Others have come and gone with short-lived devices and passing fads loudly heralded as making "wonder pens," but Moore has forged steadily ahead in the path of sound scientific progress.

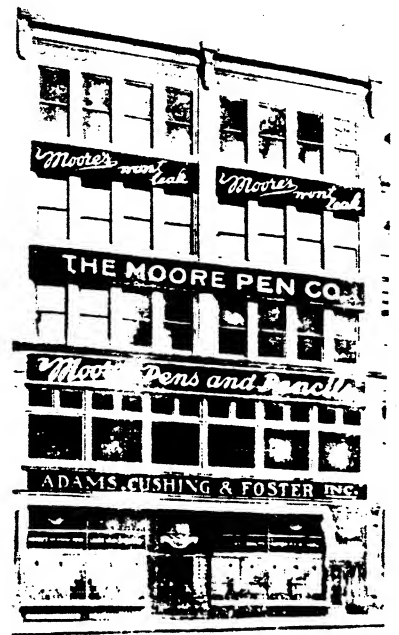
Quality—not quantity—has always been the Moore aim. We do not aspire to make *more* fountain pens and pencils than other manufacturers, but we do aim to make the *best*. And we honestly believe that in this we have succeeded.

After a quarter-century of painstaking, exhaustive study, scientific experiment and practical manufacturing experience we have produced a line of fountain pens that in *sheer quality* of materials and workmanship—in the meticulous care bestowed upon every detail of its construction—we are convinced, both by the testimony of critical dealers and public and by our own comparisons, has no superior in the world.

At no time has the quality of the Moore line been lowered one whit to allow a lower price, or for quantity production. Every pen and pencil coming from our factory is, so to speak, *custom-made*. Upon it has been lavished the expert workmanship of master craftsmen who take the pride of the true artist in the creations of their skill.

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Surely a business built upon such a foundation, carried on by men whose sound progressiveness and integrity are proverbial—a business whose quarter-century of accomplishment is a striking example of success due solely to merit—may confidently look forward to an even more splendid future!



Home of The Moore Pen Company

